

## **Historic, Archive Document**

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## GEORGE L. EHRLE

BROAD STREET, Near Allwood Road,

RICHFIELD, N. J.

Clifton R. D. No. 1

Phone Passaic 7811

SPRING 1927

*Wholesale Price List**To the Nursery Trade*

This price list does not cover everything I grow, but only such stock as I have to offer in quantity. I have been adding a number of the choicest plants from European Nurseries, which I will offer as soon as stock is available. Every square foot of my nursery is under irrigation.

**SHIPPING FACILITIES:** All plants are forwarded by Express or Parcel Post, the purchaser paying charges. I make no deliveries. For Parcel Post Charges, add ten per cent. extra, to all orders East of the Mississippi and twenty per cent. West of the Mississippi.

**REMITTANCES:** Should be made by Post Office Money Order, Express Money Orders or drafts on New York Banks. Please send sufficient money with order to cover the whole bill. I decline to send plants Collect on Delivery, and disclaim all responsibility when remittances are not made as above directed. A convenient method of remitting for small accounts is in one and two cent postage stamps. Money should not be sent by mail.

**PACKING AT COST:** No charge is made for packing when cash accompanies the order.

**TERMS:** Strictly Cash.

While I may exert the greatest care to have everything true to name I will not assume any responsibility for errors that may occur other than to replace any stock that may prove untrue.

Faithfully yours,

GEORGE L. EHRLE.

	10	100
Achillea Boule de Neige .....	\$1.00	\$ 8.00
millefolium roseum .....	1.00	8.00
Aconitum Fischerii, \$100.00 a 1,000 .....	2.00	12.00
Spark's Variety, \$100.00 a 1,000 .....	2.00	12.00
Alyssum luteum .....	1.00	8.00
saxatile .....	1.00	8.00
Anchusa Italica Dropmore .....	1.00	8.00
Anemone pulsatilla .....	1.00	8.00
Anthemis tinctoria Kel. ....	.90	7.00
Aquilegia, long spurred .....	1.00	8.00
chrysantha .....	1.00	8.00
coerulea .....	1.25	10.00
rosea .....	1.25	10.00
Mrs. Scott Elliott's Strain .....	1.00	8.00
Armeria mar. Lauchiana .....	1.00	8.00
Artemisia lactiflora .....	1.50	12.00
Asclepias tuberosa .....	.80	6.00
Asters, Sub-coerulea .....	.75	6.00
Novae Angliae .....	.80	6.00
rosea .....	1.00	8.00
Arabis alpina .....	1.00	8.00
fl. pl. ....	1.25	10.00
Boltonia asteroides .....	1.00	8.00
latisquama .....	1.00	8.00
nana .....	1.00	8.00
Campanula carpatia .....	1.00	8.00
glomerata .....	1.25	10.00
media and calycantha .....	.75	6.00
Centaurea montana .....	1.25	10.00
Cerastium tomentosum .....	1.00	8.00
Chelone Lyoni .....	1.25	10.00
Chrysanthemum, strong divisions, 12 named varieties .....	1.00	8.00
Cimicifuga racemosa .....	1.00	8.00
Coreopsis lanceolata gd. fl. ....	1.00	8.00
Delphinium Belladonna improved .....	1.00	8.00
hybrids .....	1.25	10.00
3 yr. old clumps .....	2.00	15.00
Lamartine, One of the finest Delphinium for cutting needs no staking. Dark blue with white eye, 3 to 4 ft. ....	3.50	20.00
Dianthus Carmen, double pink .....	1.00	8.00
Furst Bismarck .....	2.00	15.00
Her Majesty, double white .....	1.00	8.00

	10	100
Dianthus, Continued		
Lord Lyon, double rose .....	1.00	8.00
plumaris, assorted .....	1.00	8.00
Mrs. Simkins, double white .....	1.00	8.00
Miss G. Cranfield, new single pink .....	1.00	8.00
Rose de Mai, double pink .....	1.00	8.00
White Reserve, double white .....	1.00	8.00
Dicentra spectabilis .....	3.00	25.00
formosa .....	1.50	10.00
Dictamnus Caucasicus, strong 5 yr. plants .....	\$4.50	\$35.00
Digitalis gloxinoides, pink, purple and white, separate colors .....	1.00	8.00
Shirley Strain .....	1.00	8.00
Echinacea purpurea .....	1.00	8.00
Echinops ritro .....	1.00	8.00
Eryngium planum .....	1.00	8.00
Eulalia Japonica .....	1.25	10.00
Eupatorium ageratoides .....	1.00	8.00
coelestinum .....	1.00	8.00
purpurea .....	1.00	8.00
Euphorbia polychroma .....	1.00	8.00
Funkia undulata variegata, 4c an eye; \$35.00 a 1,000 eyes		
Gaillardia grandiflora .....	1.00	8.00
Geum Heldrichii .....	1.25	10.00
Lady Stratheden .....	1.00	8.00
Mrs. Bradshaw .....	1.00	8.00



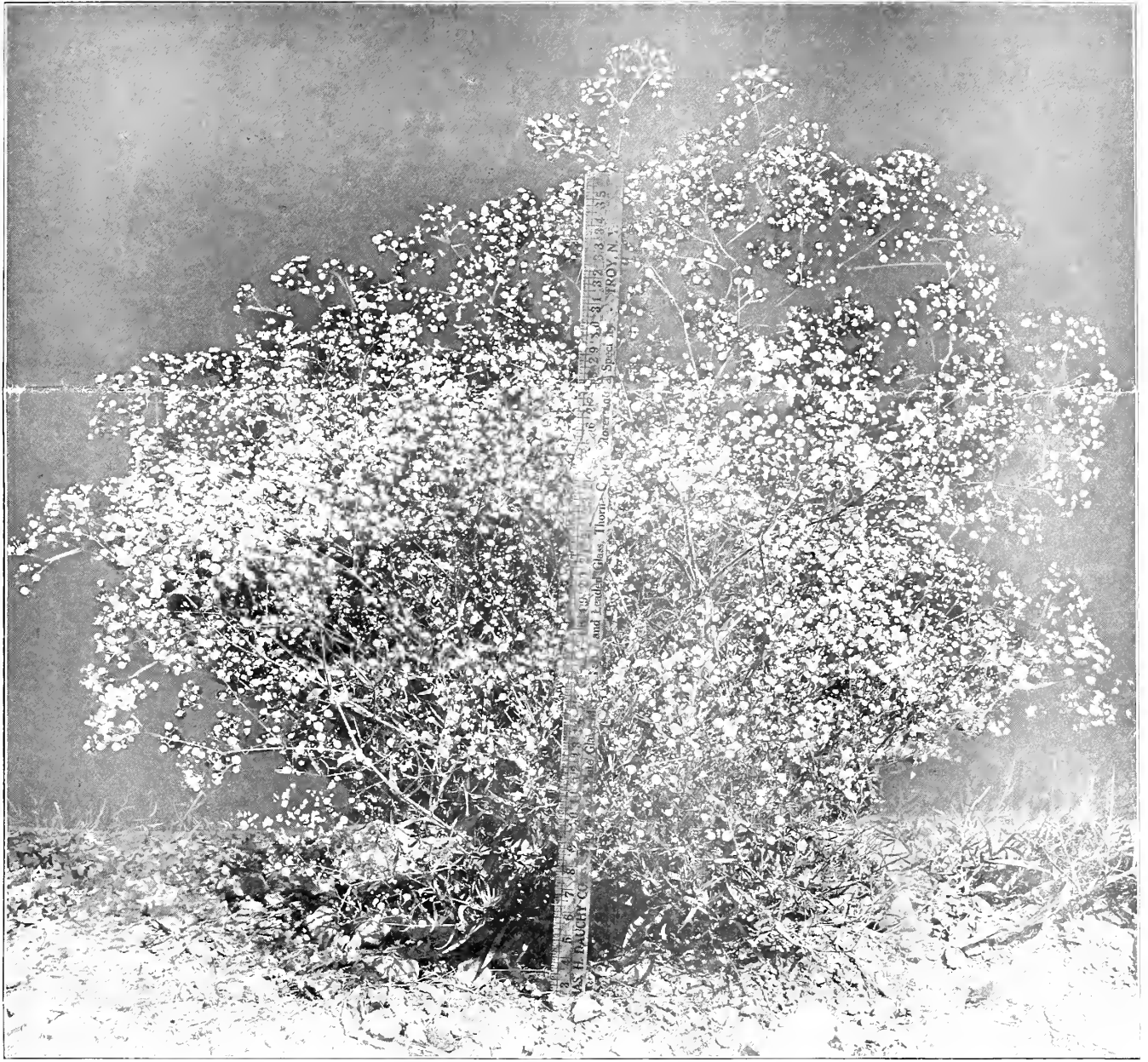
*Gypsophila Ehrlei, Two Year Old Plant.*

*Gypsophila Ehrlei* surpasses any that has ever been introduced. It is a distinct new form, early, pure white, double-flowering and not a variety of the plentiful *Gypsophila paniculata* fl. pl. An additional feature of this novelty is that its largest crop of flowers is produced before *paniculata* begins to bloom. After the main crop has been cut, flower spikes still make their appearance until frost. It is far superior to *Gypsophila pan. fl. pl.* because of the enormous size of its pure white flowers. Flowers were cut as late as November 15th. Plants at the present time still have green tops. Send for my pamphlet. All orders will be filled in rotation. Strong field grown, grafted plants. 5 to 25, \$1.00 each; 25 to 100, \$75.00 a hundred.

<i>Gypsophila cerastioides</i> .....	1.00	8.00
paniculata .....	1.00	8.00
fl. pl., strong grafted, 1 yr. old, field grown .....	3.50	25.00
repens .....	1.00	8.00
monstrosa .....	1.25	10.00
<i>Helenium autumnale</i> .....	1.00	8.00
Gartensonne, new yellow .....	1.50	12.00
Hoopesii .....	1.00	8.00
Riverton Gem .....	1.00	8.00
<i>Heliopsis Pitcheriana</i> .....	1.00	8.00
<i>Hemerocallis Dumortieri</i> .....	1.00	8.00
flava .....	1.00	8.00
luteola .....	1.25	10.00
Middendorfi (Dr. Regal's) .....	1.00	8.00
Thunbergii .....	1.00	8.00
<i>Hepatica triloba</i> .....	1.00	8.00
<i>Hespers matronalis</i> .....	1.00	8.00
<i>Heuchera Pluie de Feu</i> , the finest of all <i>Heuchera</i> strong divisions .....	2.50	20.00
sanguinea La Perle, dark red .....	2.50	20.00
Hollyhocks, Chater's double white yellow, pink, red, \$50.00 a 1,000 .....	1.00	8.00
<i>Iberis sempervirens</i> .....	\$1.00	\$ 8.00

	10	100
Iris Germanica, over 100 named varieties .....	.60	5.00
Alcazar, reddish purple .....	2.00	15.00
Candelabre, lavender .....	1.00	8.00
Celeste, light blue .....	1.00	8.00
Cherubim, lilac .....	1.00	8.00
Dalila, white and rich purple .....	3.00	25.00
Darius, yellow and lilac .....	1.00	8.00
Eldorado, bronze and lavender .....	1.00	8.00
Florentina alba, white .....	1.00	8.00
Fontarabie, blue .....	1.00	8.00
Gladstone, white and blue .....	1.00	8.00
Isoline, pink lilac .....	2.00	15.00
Jeanne d'Arc, white frilled lilac .....	2.00	15.00
Lohengrin, pink lilac .....	1.00	8.00
Loute, mauve and violet .....	1.25	10.00
L. A. Williamson, reddish purple .....	7.50	50.00
Mary Garden, yellow and lavender .....	2.00	15.00
Mme. Chereau, white frilled blue .....	1.00	8.00
Mme. Guerville, white frilled blue .....	1.00	8.00
Mithras, yellow and violet .....	1.00	8.00
Monsignor, reddish purple .....	1.00	8.00
Nibelungen, yellow and violet .....	1.00	8.00
Pallida Dalmatica, \$75.00 a 1,000; pale blue .....	1.00	8.00
Perfection, dark blue .....	1.00	8.00
Picata Sappho, yellow and straw .....	.85	6.00
Princess Victoria Louise, yellow and violet red .....	1.00	8.00
Quaker Lady, smoky lavender .....	2.00	15.00
Queen Alexandra, pink lilac .....	1.00	8.00
Queen of May, pink .....	1.00	8.00
Red Cloud, rosy lavender .....	1.00	8.00
Tamerlane, violet blue .....	1.00	8.00
Windham, pink .....	2.00	15.00
Wyomissing, pink .....	1.00	8.00
Iris Kaempferi Seedlings, strong divisions, \$45.00 a 1,000 .....	1.00	8.00
Gold Bound, double white .....	2.00	15.00
Pyramid, double dark blue .....	2.00	15.00
Iris Pumila, blue, yellow, \$50.00 a 1,000 .....	1.00	7.00
Iris Sibirica .....	1.00	8.00
Perrys blue .....	6.00	50.00
Snow Queen .....	1.00	8.00
Lavendula vera .....	1.00	8.00
Liatris pycnostachya .....	1.00	8.00
spicata .....	1.00	8.00
Linum perenne .....	1.00	8.00
Lobelia cardinalis .....	1.00	8.00
Lilium tigrinum .....	1.00	8.00
speciosum .....	2.50	18.00
Lupinus polyphyllus .....	1.00	8.00
alba .....	1.00	8.00
Lychnis chalcedonica .....	1.00	8.00
Haageana .....	1.00	8.00
Mertensia Virginica .....	1.00	8.00
Monarda didyma, rosea .....	1.00	8.00
violacea .....	1.00	8.00
Myosotis Nixenauge .....	1.00	8.00
Nepeta Mussini .....	1.00	8.00
Oenothera Fraseri .....	1.00	8.00
Missouriensis .....	1.00	8.00
Youngii .....	1.00	8.00
Peonies, 3 to 5 divisions, Edulis superba, pink .....	2.50	20.00
Fragrans red .....	2.50	20.00
Queen Victoria, white .....	2.50	20.00
Papaver nudicaule .....	1.00	8.00
Orientalis .....	1.00	8.00
Pardanthus chinensis .....	1.00	8.00
Pentstemon barbatus Torreyi .....	1.00	8.00
Phlox amoena .....	1.00	8.00
Canadensis .....	1.00	8.00
alba grandiflora .....	1.00	8.00
Laphami .....	2.00	15.00
Carolina .....	1.00	8.00
Subulata alba, rosea .....	1.00	8.00
lilacina .....	1.00	8.00
Vivid, true .....	1.25	10.00
PHLOX, new, the best of all European introductions.		
These will be the standard varieties:		
Baron van Heeckeren .....	2.00	15.00
Beacon .....		
B. Comte .....	2.00	15.00
Champs Elysee .....		
E. Campbell .....	2.00	15.00
Ethel Pritchard .....	2.00	15.00
Ferd. Cortez .....		
Feuerbrand .....	2.00	15.00
F. G. Von Lassberg .....		
F. A. Buchner .....		
Gen. Van Heutz .....		
Hans Vollmoller .....	2.00	15.00
Hindenburg .....	2.00	15.00
Jules Sandeau .....		
La Vague .....		
M. Ruys .....	2.00	15.00
Miss Lingard .....		
Mrs. M. Van Hoboken .....	1.50	12.00
Mrs. Rutgers .....	2.00	15.00
Rheinlander .....		
Rosenberg .....		

	10	100
Phlox, Continued		
Rynstrom .....		
Septemberglow .....	2.00	15.00
Sommerkleid .....	2.00	15.00
Thor .....		
PRICE except where noted .....		10.00
\$75.00 a 1,000.		
Physalis Franchetti, \$45.00 a 1,000 .....	1.00	8.00
Physostegia Virginica .....	1.00	8.00
alba .....	1.00	8.00
speciosa gigantea, fine pink .....	1.00	8.00
vivid .....	2.00	15.00
Pinks, Hardy Garden .....	1.00	8.00
Platycodon grandiflora blue .....	1.00	8.00
white .....	1.00	8.00
Plumbago larpentae .....	1.50	12.00
Polemonium reptans .....	1.25	10.00
Primula cortusoides .....	2.00	15.00
veris .....	1.00	8.00
vulgaris .....	1.00	8.00
Pyrethrum single assorted .....	1.00	8.00
Uliginosum .....	1.00	8.00
Rudbeckia Golden Glow .....	1.00	8.00
Newmanii .....	1.00	8.00
Salvia azurea gd. fl., \$75.00 a 1,000 .....	1.00	8.00
Pratensis .....	1.00	8.00
Scabiosa caucasica, \$75.00 a 1,000 .....	1.25	10.00
Sedum Sieboldii .....	1.00	8.00
Spectabile .....	1.00	8.00
Brilliant .....	1.00	8.00
Sempervivum Tectorum .....	1.00	8.00
Shasta Daisy .....	1.00	8.00
Spirea filipendula .....	1.25	10.00
fl. pl. ....	2.00	15.00
ulmaria fl. pl. ....	1.50	12.00
Statice latifolia .....	1.00	8.00
Stokesia cyanea and alba .....	1.00	8.00
Sweet William .....	1.00	8.00
Thymus serpyllum .....	1.25	10.00
Tritoma Pfitzerii, \$80.00 a 1,000 .....	1.50	12.00
uvaria gd. fl. ....	1.00	8.00
Valeriana officinalis .....	1.00	8.00
Veronica incana .....	1.00	8.00
longifolia Subsessilis .....	1.00	8.00
rupestris flexiosa .....	1.25	10.00
nana .....	1.25	10.00
Trehani .....	1.25	10.00
spicata .....	1.00	8.00
rosea .....	1.25	10.00
erica .....	2.00	15.00
Vinca minor .....	1.00	8.00
Viola cornuta Jersey Gem, the best of all V. cornutas.		
Flowers all summer, perfectly hardy, strong grower.		
All my stock is grown from divisions and not from		
seeds .....	2.00	15.00
Cornuta Blue Perfection } .....		
lutea splendens } .....		
Papilio } \$65.00 a 1,000 .....		8.00
White Perfection } .....		
G. Wermig .....	1.25	10.00
Mauve Queen .....	1.00	8.00
Primrose Dame .....	1.00	8.00
Yucca filamentosa, strong, 3 yr. ....	1.25	10.00
ROOTS and HERBS:		
Chives, clumps .....	1.00	8.00
Rhubarb roots, strong divisions .....	1.00	8.00
Wagner's California Giant .....	1.00	8.00
Lavendula .....	1.00	8.00
Mint .....	1.00	8.00
Tarragon roots, strong .....	1.50	12.00
BARBERRY:		
1-2 ft., 3 yr. bushy .....		\$15.00
2-3 ft., 3 yr. bushy .....		25.00
3-4 ft., 4 yr. bushy .....		30.00
CALIFORNIA PRIVET, strong, 3 to 4 ft. ....		5.00
strong, 4 to 5 ft. ....		8.00
extra heavy, 10 to 15 branches, 4 to 5 ft. cannot be		
shipped by express .....		10.00
Globe shaped, \$1.00 to \$1.50 each.		
CLIMBING VINES:		
Clematis Paniculata, strong 2 yrs. ....	2.00	15.00
3 yrs. ....	2.50	18.00
4 yrs. ....	3.00	25.00
Wisteria Sinensis multijuga, strong 4 yrs. ....	4.00	35.00
Lilac, 3 to 6 in. .... \$15.00 a 1000		
6 to 8 in. .... 35.00 a 1000		
8 to 10 in. .... 45.00 a 1000		
Korean, New, 3 to 6 in. 15.00 a 1000		
Catalpa Bungei, 5-6 ft., \$1.00 to \$1.50 each.		
Rosa multiflorum, 2 to 4 MM .....	\$10.00 a 1000	
Shrubs, assorted, best kinds \$25.00 to \$50.00 a 100		
Buddleia magnifica .....	\$2.50	\$20.00
Thuja occidentalis, 1-2 ft. ....	\$ .75 each	
2-3 ft. ....	1.00	"
3-4 ft. ....	1.50	"



# *GYPSOPHILA EHRLEI*

*Two Year Old Plant*





# G Y P S O P H I L A E H R L E I

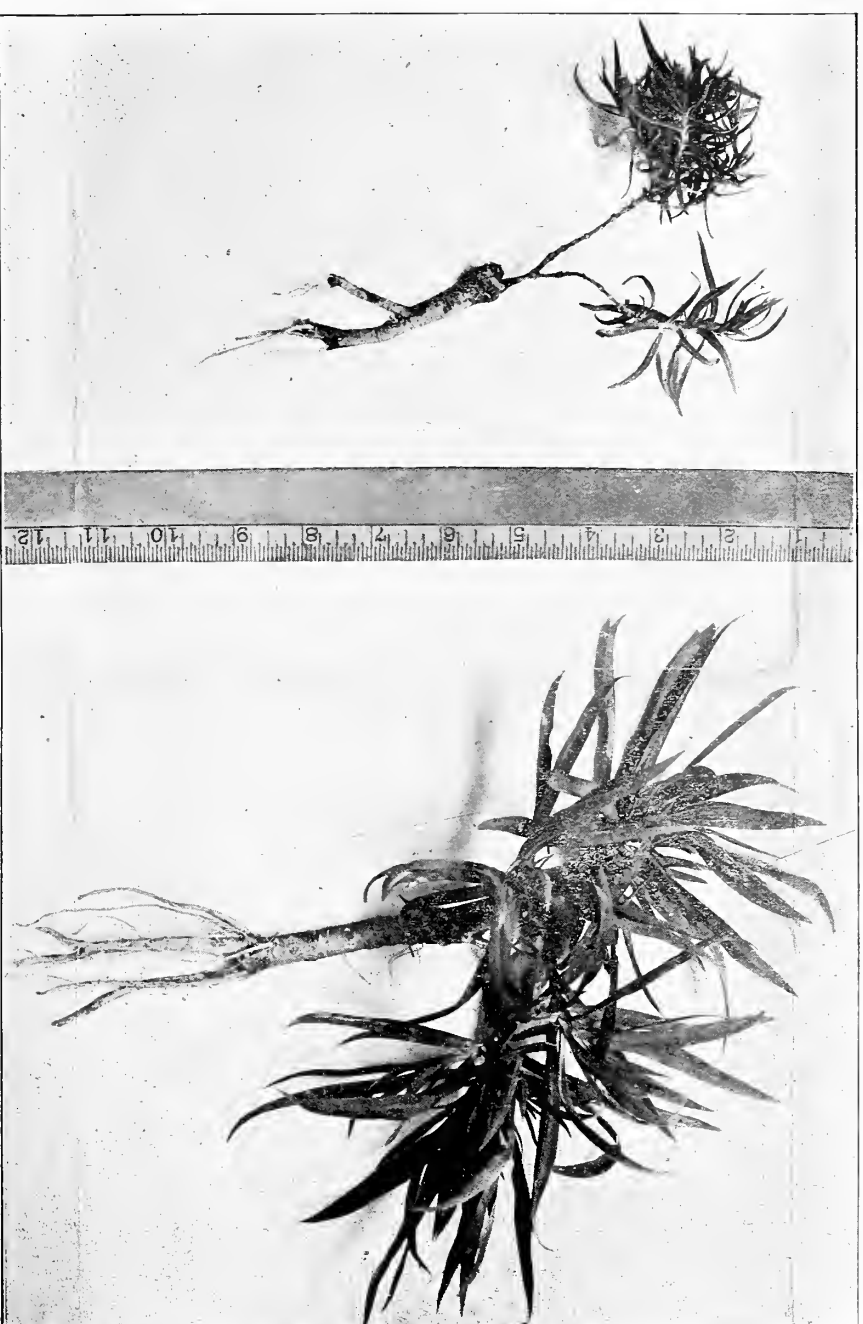
*Larger and Whiter Flowers - More Graceful Habit  
Blooms Earlier in the Season and until Late in Autumn*

OF ALL THE VARIOUS FORMS of Gypsophila which are used for cut flowers, *Gypsophila Ehrlei* has been most admired by those acquainted with its beauty. Cut flower growers have recognized its great merit even in the short interval since its origin.

*Gypsophila Ehrlei has double flowers twice the size of the common flore-pleno.* Its myriads of white blossoms born on "billowy" panicles, help to embellish other cut blooms. Scarcely any other hardy plant is more popular with those who grow flowers with a view to cutting, than the Gypsophila.

Gypsophila Ehrlei has larger flowers and more graceful habit than any of the many other forms. The large size of its flowers emphasizes greatly the whiteness of the enormous sprays.

While paniculata flore-pleno produces only one crop of flowers, Gypsophila Ehrlei which blooms earlier in the season, sends out flower spikes until frost. Flowers were cut as late as



*Gypsophila Paniculata fl. pl.*

Both plants were grafted at the same time (six months old). **Note the difference in growth.**

*Gypsophila Ehrlei*

Strong, field-grown plants of Gypsophila Ehrlei as illustrated above:

5 to 25 . . . \$1.00 each    25 to 100 . . . \$0.75 each

We are now booking orders to be filled in rotation as soon as the frost leaves the ground.

November 15th. Having cut Gypsophila in its many forms for the wholesale market, I firmly believe that when *Gypsophila Ehrlei* becomes established it will outsell any of the others. It is always in demand, whether early or late and always brings a good price.

This new form of Baby's Breath because of its sturdy, graceful, white panicles of flowers, which bloom earlier than any other Gypsophila is a wonderful subject for the border and rockery.

*Gypsophila Ehrlei* will grow in any sunny position if location is not to wet. Lime in any form adds greatly to the vigor of the plant. Plants should be spaced from three to four feet and as I am only sending out strong field grown plants, I feel certain that a good crop will be had by all who try this wonderful novelty.

## WHY I GRAFT GYPSOPHILA

While I grow all my Gypsophila from grafts, I find no difficulty in growing plants from cuttings taken at the proper time. Field grown plants, grown from cuttings, will have very few roots, while the grafted plants will have acquired a much better root system and therefore have a much stronger growth.

George L. Ehrle, Richfield, New Jersey - -

POST OFFICE ADDRESS  
R. D. 1, Clifton, N. J.

Max Schling, Inc.  
Art and Nature  
in Flowers, Plants and Kachap  
785 Fifth Avenue

New York, July 29, 1926.

Mr. George L. Ehrle,  
Richfield,  
New Jersey.

Dear Mr. Ehrle:

Your Gypsophila is really worth while  
having. yesterday when put in water there was  
only a flower opened here and there. Today the  
whole bunch is snow white and should prove, es-  
pecially at this time of the year, not only a  
valuable outflow, but a very welcome addition  
to the hardy garden.

Yours sincerely,

*James Smith*

MS:IG

MAIN OFFICE  
MAIN AND  
VAN HOUTEN STS  
PATERSON N. J.

JAMES SMITH  
"Say It With Flowers"  
THREE STORES  
674 MAIN AVENUE  
PASSAIC, N. J.

329 MARKET STREET  
PATERSON, N. J.

July 18, 1926.

Mr. George L. Ehrle,  
Richfield, N.J.

Dear Mr. Ehrle:

of Gypsophila We wish to thank you for the samples  
approval. which you sent to us for our  
better color, a prettier flower, and its keeping  
quality is greater than any other we have ever  
want. We think it is going to fill a long needed

Wishing you the success which you  
undoubtedly deserve in putting on the market this  
new variety, we remain

Respectfully yours,

*James Smith*

A. M. HENSHAW  
PRESIDENT

P. A. RIGO  
MANAGER

P. M. AITKEN  
DE. SECRETARY

# THE HENSHAW FLORAL CO.

INCORPORATED

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WATKINS 3311  
3312

NEWARK PHONE  
MARKET 7413

35 WEST 18TH STREET NEW YORK  
80 NEW STREET NEWARK, N. J.

EVERYTHING IN CUT FLOWERS, GREENS AND  
SUPPLIES FOR RETAILER AND GROWER

NEW YORK June 27th 1926.

George L. Ehrle,  
Richfield,  
N.J.

Dear Mr. Ehrle:

Your new Gypsophila has created such a demand  
for itself that I am writing to impress upon you the necessity  
for working up a big stock of it for next season.

Our retail customers report that it is most  
useful and decorative, that it keeps longer than the double "gyp"  
they have used heretofore and that it lends itself to all kinds  
of floral arrangements.

I hope that you are in a position to produce on  
a large scale for next year and that my firm may have the exclusive  
wholesaling of it for the New York and New Jersey markets.  
You can not give us too much of it.

Very sincerely yours;

*W. H. Henshaw*  
The Henshaw Floral Co.

AMH/PA.

THE FLOWER SHOP  
NEWARK, N. J.  
PATERSON, N. J.  
PASSAIC, N. J.

Edward Geery  
Florist

85 BROADWAY  
PATERSON, N. J.  
PHONE 2000-2100

NEWARK BLOOMING GLO. AGENTS  
PASSAIC, N. J.  
TELEPHONE 122-1181

July 12, 1926.

Mr. George L. Ehrle,  
Richfield, N.J.

Dear Mr. Ehrle:

The new specimen of Gypsophila is  
a real winner. It is of most dainty quality, having  
larger well formed flowers and is a better keeper  
than any we have ever had. And best of all each  
bud develops and opens in the water, and being a pure  
snow white should prove of inestimable value to the  
trade.

We are especially delighted with it,  
and am looking forward to regular shipments for our  
three stores the coming season.

This Gypsophila marks your house as a  
leader in floriculture.

Very truly yours,

*Edward Geery*

Above we have reproduced a few of the many testimonials that  
we have received from well known firms, attesting to the high qual-  
ities of *Gypsophila Ehrlei*.